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DEVELOPMENT OF A FILM ON HOMEMAKER SERVICES FOR INTERPRETATION TO THE PUBLIC AND TRAINING PROFESSIONAL AND NONPROFESSIONAL PERSONNEL. FINAL REPORT.

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DESCRIPTORS- *VISITING HOMEMAKERS, *FILM PRODUCTION, *INSTRUCTIONAL FILMS, ORIENTATION MATERIALS, SOCIAL SERVICES, PUBLIC RELATIONS, VOCATIONAL EDUCATION, *ADULT EDUCATION,

A 28-MINUTE FILM, "HOMEFIRES," DRAMATIZING THREE CASE HISTORIES OF HOMEMAKER SERVICE, WAS DEVELOPED TO BE USED AS A TRAINING AID, AN INSTRUMENT FOR MAKING COMMUNITIES AWARE OF THE SERVICE, AND A TOOL FOR RECRUITING CANDIDATES TO THE HOMEMAKER AIDES TRAINING PROGRAMS. HOMEMAKER SERVICE IS A FORM OF ASSISTANCE PROVIDED BY HEALTH AND WELFARE AGENCIES WHEN A FAMILY OR INDIVIDUAL CANNOT MAINTAIN LIVING AND HOUSEHOLD ROUTINE DURING A TIME OF STRESS OR CRISIS. A MATURE, QUALIFIED WOMAN, WHICH AN AGENCY PLACES IN THE HOME TO FULFILL ITS NEEDS, WORKS UNDER THE SUPERVISION OF A CASEWORKER OR A PUBLIC HEALTH NURSE. THE FILM WAS MADE IN STAGES--(1) THE PURPOSES WERE DETERMINED, (2) EXPERTS IN HOMEMAKER SERVICES SELECTED THE KINDS OF SITUATIONS TO BE SHOWN AND APPROVED THE PRACTICES TO BE DEMONSTRATED AND THE STAFF RELATIONSHIPS TO BE PORTRAYED, (3) THE CONTENT WAS WRITTEN, PHOTOGRAPHED AND EDITED, AND (4) THE FILM WAS TESTED WITH VARIOUS AUDIENCES AND A DISCUSSION GUIDE, INCORPORATING SUGGESTIONS FROM USERS, WAS PREPARED. THE FILM HAS BEEN USEFUL IN ORIENTING COMMUNITY LEADERS TO THE NEED FOR AND THE POTENTIAL OF HOMEMAKER SERVICES. (FP)

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("HOMEFIRES")

March, 1967.

U. S. Department of
Health, Education and Welfare

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Alberta Jacoby, Executive Director.

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INTRODUCTION

Homemaker Service is a form of assistance provided by health and welfare agencies when a family or an individual cannot maintain living and household routines during a time of stress or crisis. The agency places a mature, qualified woman in the home to help fulfill their needs. This person, called a "Homemaker-Home Health Aide", works under the supervision of a caseworker, or a public health nurse.

Communities need to be made aware of the value of this service and motivated to provide it. In order to do so, prospective candidates in communities must be reached and recruited; training programs must be improved and accelerated; and inservice training programs to improve staff techniques of administration and supervision must be carried out.

Films are among the most effective tools at our command in such recruitment and training programs, hence the objectives of this project were three-fold:

... to develop and produce a high-quality film for public interpretation and training,

... to carry out a utilization program of the film to reach a wide audience, to communicate information about Homemaker Services and/or health or welfare agencies who recruit and place Homemaker-Home Health Aides,

... to use the film as a training aid in teaching new skills and instilling new attitudes in the various kinds of personnel that are needed to man the Homemaker-Home Health Aide Services.

METHOD

The method of making the film can be broken down into a few definite stages:

1. Determination of the general focus of the film, which was designed to meet the need. In this case, to develop a communications tool which could be used for training, and would therefore show approved practices in

providing the services of Homemaker- Home Health Aides, including supervisory techniques; and for interpretation to the public and would, therefore, show how these services help solve pressing problems that are common to all communities.

2. Determination of the specific subject matter of the film that enabled the film to meet the requirements stated in (1) above. This was achieved by getting together consultants that are experts in Homemaker Services, experts in film use and experts in film production. In the case of HOMEFIRES these specialists included Mrs. Betty H. Andersen, Executive Director of the National Council on Homemaker Services, and her Committee; Dr. Mary Lee Hurt, Specialist, Educational Resources Branch (Office of Education), and her Committee; and Harvey J. Tompkins, M.D., President of the Mental Health Film Board and other Board Members who are experts in film use; and Irving Jacoby who is a specialist in film production. These people worked together in a number of conferences to develop the basic content of the film. The script treatment was worked on by creative personnel, under the supervision of the Director, Irving Jacoby; with constant check-backs with the consultants.

3. The actual making of the film can be broken down into the following stages:

A) Research on content, which is described above, to determine the kinds of situations to be shown, approved practices to be demonstrated, and staff relationships to be portrayed. Three major sequences were selected to show the scope of the service, namely: the Homemaker-Home Health Aide working in the home of an aged couple whose dependence on the service revealed that if their needs were not met in this way, total institutionalization would be the only alternative... the Homemaker-Home Health Aide providing assistance to a disabled mother by helping retrain her in household duties, as well as more beneficial care for her large family of children...and,

the Homemaker-Home Health Aide helping to keep a family together while the mother was in a mental hospital receiving short-term treatment. The stress on the family is shown to be considerably eased by the combined efforts of the Homemaker-Home Health Aide and her supervisor.

B) Writing of the script, which summarized the points in (A) above, and was done under the supervision of the consultants.

C) Photography of the material, under the direction of Irving Jacoby, with qualified professional sound crews and camermen.

D) Editing of the material, using the best shots, reaction shots, recording of narration, and preparation for submitting to all consultants, prior to the recording mix.

E) Final technical laboratory processes needed to turn out an answer print, duplicating negatives, and mass printing.

4. Testing of the film with various audiences and the writing and testing of the Discussion Guide in a variety of situations. The Chairman of the Women's Auxiliary to the American Medical Association, representatives of Homemaker organizations, representatives from social work and nursing groups have affirmed the usefulness of the film for their educational programs and their comments have been incorporated into the final version of the Discussion Guide.

DISCUSSION

Information about the availability of HOME-FIRES has been disemminated to key groups, including the following:

The National Conference on Social Welfare, (Dallas, Texas); the Women's Auxiliary to the American Medical Association; the Ortho-Psychiatric Association; the American Nurses Association; the National Council on Homemaker Services Forum participants and their Membership.

Twenty-thousand brochures are in the process of being distributed, many of which have already been made available to those attending conferences where the film has been shown. There has been a high level of interest shown and requests for prints are mounting. The test screenings, and these official presentations of HOMEFIRES give promise that this film is going to be a valuable tool, serving the three-fold purpose for which it was made, namely:

1. As a training aide, by presenting actual types of situations that the Homemaker- Home Health Aide will encounter in her work, as well as interpreting policies that will enable supervisory personnel to more effectively select competent homemakers.

2. For public interpretation by creating an awareness of the need for such services in various segments of communities.

3. As a recruitment tool to help attract prospective homemakers to men new or expanded services.

CONCLUSIONS

The conclusions are that having planned an educational tool to accomplish the stated objectives, such a tool is now completed in the form of a 28-minute film. The following are some specific examples:

Those who have used the film and indicated that it will be useful in orienting community leaders to the need for, and the potential of Homemaker services; i.e., the distribution by the Women's Auxiliary of the American Medical Association of extensive descriptive material about the film.

The film's usefulness by those who administer and participate in Homemaker service programs, as a training tool, as shown by the fact that HOMEFIRES has been selected as one of the principle items on the program of the Annual Meeting of the National Council on Homemaker Services.

SUMMARY

The summary can best be expressed by summarizing the content of the film, HOMEFIRES.

The film presents three case-histories in an effort to give a comprehensive view of some of the most important types of activity of Homemaker Services, and/or health or welfare services which recruit and place trained Homemaker-Home Health Aides; the people whose needs they fill; and the techniques of professional and non-professional practice that are recommended in such programs.

Specifically, the Homemaker-Home Health Aide is shown in the following three situations:

1. In the home of an aged couple who would otherwise have to be institutionalized if Homemaker Services were not available.

2. In the home giving temporary assistance to a family with a large number of children where the mother is disabled and is being retrained to carry out her household duties. The Homemaker-Home Health Aide is shown as keeping the family together during this interval, as well as helping the mother establish more effective household and child-care practices.

3. In a home where the Homemaker-Home Health Aide helps maintain a family where the mother is under short-term treatment in a mental hospital. This sequence shows how she works with the supervisor to resolve some of the interpersonal problems and emotional crises that the family experiences at this time of stress.

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